

## Message

**From:** yarden.noy@celsius.network [yarden.noy@celsius.network]  
**Sent:** 11/29/2021 12:42:39 PM  
**To:** 'Bethany Davis' [bethany.davis@celsius.network]; 'Tushar Nadkarni' [tushar@celsius.network]; 'Alex Mashinsky' [alex@celsius.network]  
**CC:** ran.shitrit@celsius.network; 'Oren Blonstein' [oren.blonstein@celsius.network]; roni@celsius.network  
**Subject:** FW: Please Review - CEO Magazine Publication  
**Attachments:** Alex Mashinsky.pdf; Alex Mashinsky.docx

Hi Bethany

This article says everything we **cannot** say in 3 pages.

From "returning profits to customers", to "deposits" and "savers", to "all loans are fully collateralized".

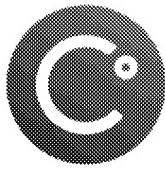
It's going to be a challenge to get all that edited out, but I trust your skills.

See edits.

Highlighted parts –

Because Celsius is not a bank, funds there are not protected by government-backed insurance schemes. One way the company protects funds is by always requiring its borrowers to put up more than 100 per cent of the value of their loan in collateral in another asset, which can be cryptocurrency or something else. – **this is not true, and we can not say that. We should provide an alternative explanation of how good of risk management we have in place. Otherwise remove the whole part.**

the company spent just US\$3 million on marketing in 2020. What's more, its customer retention rate is more than 96 per cent - **please verify that.**



**Yarden Noy**  
*Head of Regulation*

**Unbank Yourself**  
[celsius.network](http://celsius.network)

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**From:** Bethany Davis <bethany.davis@celsius.network>  
**Sent:** Sunday, November 28, 2021 9:28 PM  
**To:** Regulation@celsius.network; Celsius Legal <legal@celsius.network>  
**Cc:** Tushar Nadkarni <tushar@celsius.network>  
**Subject:** Please Review - CEO Magazine Publication

Hi,

Alex is being featured in the attached magazine. We have until Wednesday, December 1 to provide our edits. I've attached the PDF for your review.

**Please note:** Our editorial policy is for one round of fact checking only. We wish to ensure all factual data used in the feature is correct. Please use the 'sticky notes' feature on the PDF to highlight any factual errors.

Best,

Bethany

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**Bethany Davis**

*Chief of Staff to CEO*

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